

V.V.M's,  
Shree Damodar College of Commerce & Economics,  
Margao Goa

**Third Year BBA (FS) – Semester VI, End Semester Examination, April 2017**

**DURATION: 2 hours**

**SUB: STRATEGIC MANAGEMENT**

**MARKS: 60**

Instructions: *All Questions are compulsory*

*Start each Question on a fresh page*

*Figures to right indicate maximum marks*

- Q.1. A) The state of competition in an Industry depends on five basic Competitive Forces. Explain. (12)
- OR**
- Q.1. X) TOWS matrix acts as a Valuable method for Environmental Scanning. Explain. (06)
- Y) Explain the Product Life Cycle in Environment. (06)
- Q.2. A) Explain the advantages of Strategic Management. (06)
- B) Explain the elements of Mission Statement. (06)
- OR**
- Q.2. X) What is Strategic Management? Explain the process of Strategic Management. (12)
- Q.3. A) Explain the Competitive Grand Strategy of Michael Porters. (12)
- OR**
- Q.3. X) Explain the several prerequisites for change to Management. (06)
- Y) Explain the Barriers to Change in Management. (06)
- Q.4. A) Indian Industry can move towards globalization by different strategies. Explain (12)
- OR**
- Q.4. X) What is Globalization? Explain the factors favoring Globalization. (12)
- Q.5. Write a Short Note (ANY THREE) from the following: (3x4=12)
- a) Vision Statement
  - b) SWOT analysis
  - c) Focus Strategy
  - d) Competitors Analysis

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